

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #204600

Mr. G. Louras
SAM FRANK, INC.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Gus:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Filter Box	12300-24876
2	Winston Light Box	12300-22772

<u>Product / Premium Arrival:</u>	<u>December 8, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: January 5, 1998</u>

<u>Displays (Item #536285)</u>	
<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Full Price Cartons
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<u>EFT \$ Amount:</u>	<u>\$1,100.63</u>
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.70¢ 2-Pack Tear Tape
SAM FRANK, INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. . RJR will reimburse you \$28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (2 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALE : 204600 SAM FRANK, INC. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802) 442-2223
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	1		5247-0000		(802) 265-8328
162302	162325	114536	YOTT'S MKT	600 GAGE ST	BENNINGTON	VT	05201	1				(802) 442-2221
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	1				(802) 442-6856
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	1				(802) 375-2792
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	1		5247-0000		(802) 287-2059
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	1				(802) 442-1553
162302	162320	699047	HEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	1				(802) 287-4000
162302	162325	760490	VILLAGE MARKET	RT 7	POWNA	VT	05261	1				(802) 823-4020
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743	1				(802) 265-3820
162302	162320	776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT	05774	2				(802) 645-0425
162302		760294	WINCHESTERS STORE	RT 7	POWNA	VT	05261	1				(802) 823-5258
162302		760628	BENMONT STOP N SHOP	BENMONT AVE	BENNINGTON	VT	05201	1				(802) 442-9465
163802	163828	623948	TERRILL BEVERAGE	TERRILL ST	RUTLAND	VT	05701	1			527	(802) 775-1652
163802	163829	114301	GREG'S MEAT MARKET	3 ELM ST	MIDDLEBURY	VT	05753	1				(802) 388-2162
163802	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	1		5247-0000		(802) 775-9903
163802	163825	114391	STODDARDS MKT	RTE 11	LONDONDERRY	VT	05148	1			007735	(802) 824-5060
163802	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	1				(802) 773-9898
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000		(802) 886-2329
163802	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802) 775-6355
163802	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	1			000503	(802) 775-2413
163802	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802) 775-7628
163802	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802) 446-2257
163802	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802) 247-3881
163802	163825	964015	BENNY'S SUNOCO	RTE 11 & 103	CHESTER	VT	05143	1				(802) 875-2728
163802	163825	964312	HARRINGTON'S MARKET	MAIN ST BOX 22	N SPRINGFIELD	VT	05150	1			000713	(802) 886-2639
163802	163829	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		(802) 388-4373
163802	163829	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	1			2269	(802) 388-0068

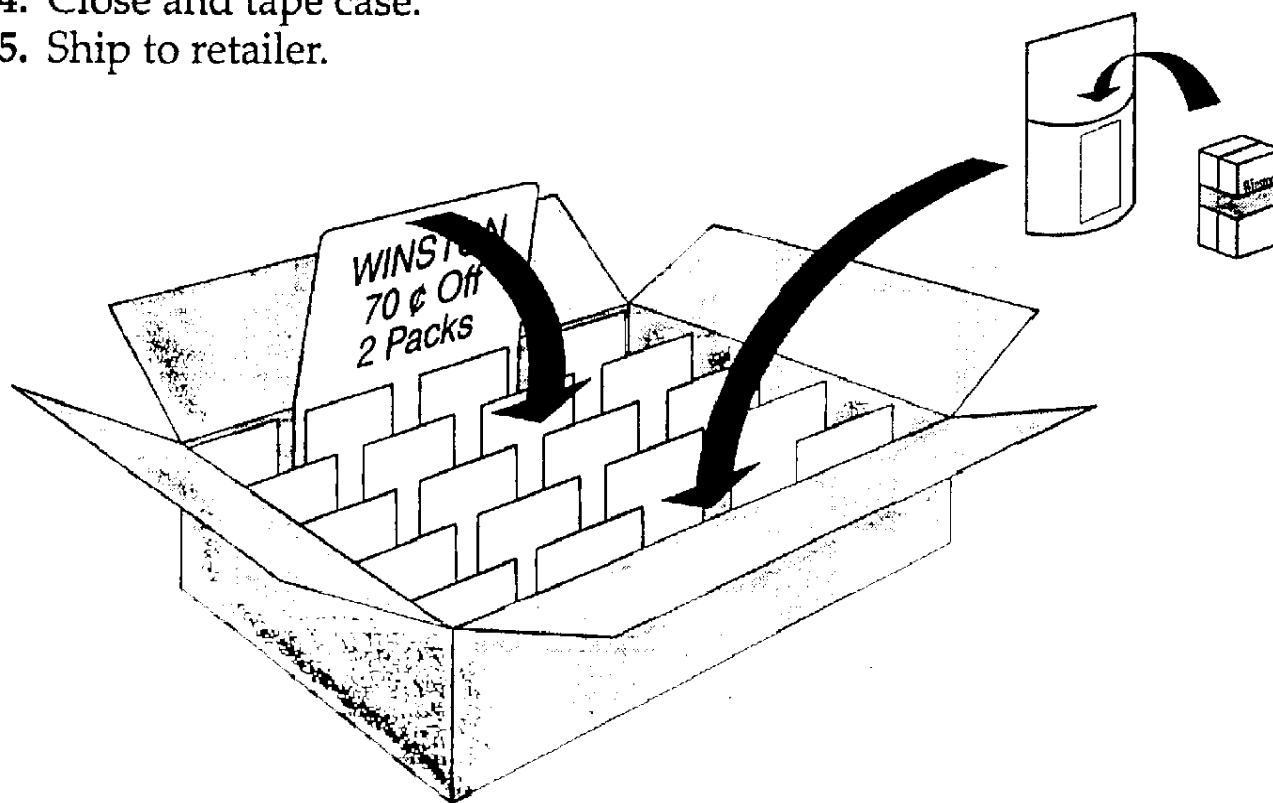
PAGE BREAK TOTAL ACCOUNTS 28 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 28 TOTAL QUANTITY 30

***** END OF REPORT FOR PROMOTION 800008 *****

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 536285**Description:** WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				